AUTOMOTIVE

PRODUCT MOVEMENT AUDIT

Auto Parts, Accessories In Fast Lane

By HERB RECHTER
President,
Allied Accessories and Auto Parts Company

As new car sales remain depressed, the sales volume of auto parts and accessories continues to build. As a result, Allied's May sales were up almost 30% over the same 30-day period a year ago.

While late-spring Product Movement Audit figures showed no major surprises—as usual, waxes and polishes headed the list—there were some interesting results.

At the top of the month's list was 8-oz. Armor All, with 32,-

(Continued on page 22)

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Armor All Protector 8 oz	32,932	2.99	98,466.68
2	DuPont Rain Dance paste, 14 oz	11,641	6.99	81,370.59
3	Armor All Protector, 16 oz	11,752	6.29	73,920.08
4	Hydraulic floor jack, 2 ton	1,000	69.99	69,990.00
5	DuPont Rain Dance liquid, 16 oz	9,197	6.99	64,287.03
6	Freon M8-14, 14 oz	33,639	1.79	60,213.81
7	Snow White Lite 'n Easy, 1 gal	4,284	13.99	59,933.16
8	Turtle Minute Wax, 18 oz	9,725	5.99	58,252.75
9	DuPont Rally Poly liquid, 16 oz	6,992	7.49	52,370.08
10	Gumout Jet Spray, 13 oz	21,407	2.39	51,162.73
11	Super Hard Shell Paste Kit, 14 oz	11,967	3.99	47,748.33
12	DuPont Rally Poly Paste, 14 oz	6,316	7.49	47,306.84
13	STP Oil Treatment, 15 oz	21,493	2.19	47,069.67
14	Simoniz Super Poly, paste	5,737	7.99	45,838.63
15	Turtle Wax Color Back, 16 oz	8,797	4.99	43,897.03
16	Turtle Zip Liquid Car Wash, 18 oz	18,351	2.39	43,858.89
17	Simoniz Super Poly liquid	4,986	7.99	39,838.14
18	Snap Aero Undercoat, 16 oz	22,200	1.79	39,738.00
19	AC Oil Filter PF-25	8,926	3.99	35,614.74
20	Armor All Protector, 4 oz	18,988	1.69	32,089.72
21	Motorcraft Oil Filter FL1A	7,935	3.99	31,660.65
22	Pennzoil Deluxe Oil, 10W40 (50)	24,287	1.29	31,330.23
23	Pennzoil All-Purpose Oil 10W30 (50)	24,072	1.24	29,849.28
24	Westley Bleach White, 20 oz	14,976	1.99	29,802.24
25	Quaker State Super Blend Oil 10W30	23,256	1.24	28,837.44
26	Gunk Aerosol EB-1	14,327	1.99	28,510.73
27	A/C Recharge Kit-Freon	3,973	6.89	27,637.08
28	Turtle Wax liquid, 12 oz	8,935	2.99	26,715.65
29	Sealed Beam, large round	7,971	3.29	26,224.59
30	Fix A Flat tire inflator	18,709	1.39	26,005.51
31	Armor All Protector, 32 oz	2,890	8.99	25,981.10
32	Temp Sandable Primer, gray	13,054	1.99	25,977.46
33	Trailer Harness Kit	3,080	7.99	24,609.20
34	DuPont Rub Compound, 12 oz	10,689	2.19	23,408.91
35	Johnson Wax Kit, 12 oz	5,682	3.99	22,671.18
36	Lee Oil Filter LF-1	6,589	3.39	22,336.71
37	Warco Dot Brake Fluid, 1 qt	5,733	3.89	22,301.37
38	Westley Bleach White liquid, 32 oz	7,375	2.99	22,051.25
39	Rislone Oil Alloy, 32 oz	8,779	2.49	21,859.71
40	Snow White Lite-N-EZ Qt Kit	4,368	4.99	21,796.32
41	Armor All Cleaner, 16 oz	9,815	2.19	21,494.85
42	Quaker State Deluxe Oil 10W40	16,368	1.29	21,114.72
43	Temp Rubberized Undercoat	7,005	2.99	20,944.95
44	Temp Sandable Primer, red	10,508	1.99	20,910.92
45	Auto Bulbs—2 card	20,640	0.99	20,433.60
46	Warco Dot Brake Fluid, 12 oz	13,486	1.49	20,094.14
47	Simoniz Pre-Soft, 9 oz	5,722	3.49	19,969.78
48	Blue Poly Liquid Sealant, 8 oz	2,988	6.59	19,690.92
49	2-gal Gas Can, flex spout	4,205	4.49	18,880.45
50	Marvel Mystery Oil, 16 oz	8,436	2.19	18,474.84
51	Resin Glaze Auto Polish TR3, 16 oz	3,699	4.99	18,458.01
52	Bars Leak, 15 oz (80)	9,711	1.89	18,353.79
53	Gumout Carburetor Cleaner, 12 oz	11,530	1.59	18,332.70
54	Complete Lighter L-111C	3,568	4.99	17,804.32
55	5-gal Gas Can, flex spout	1,980	8.99	17,800.20
56	WD-40 Aerosol, 9 oz	8,124	2.19	17,791.56
57	Blue Poly Sealant Paste, 8 oz	2,664	6.59	17,555.76
58	Rain Dance Weather Guard, 16 oz	1,523	11.49	17,499.27
59	Roberk Wiper Blade Refill	7,981	2.19	17,478.39
60	STP Gas Treatment, 8 oz	14,199	1.19	16,896.81
61	Lee oil filter LF-25	4,423	3.69	16,320.87
62	DuPont Polish Comp, white, 12 oz	7,448	2.19	16,311.12
63	Prestone brake fluid	9,051	1.79	16,201.29

Target Names Managers For 3 New Stores

MINNEAPOLIS—Target has named the managers for its six stores scheduled to open this summer. Three of the stores are in the Little Rock, Ark., area.

The manager of the North Little Rock store is Tom Tyger, previously manager of Target's Fort Dodge, Iowa, store. Prior to joining Target in 1976 Tyger was with Woolco, Montgomery Ward, Cook United and J. M. Fields.

Mike Temme is the manager of the Geyer Springs area store, also in Little Rock. Previously he worked for Ayr-Way Stores and was an operations manager for Target.

Mike Tognetti is in charge of the Southwest Little Rock store. He came to Southwest Little Rock from Memphis, where he was operations manager for a Target.

Personnel Change

Keith Watson is managing the new Houston store. He had been an assistant manager at several other Targets and manager of one of the chain's Houston stores.

Steve Kiffe is commanding the Waterloo, Iowa, store. Like Watson, he worked first as an assistant manager before qualifying for his latest position.

The manager of the first Target store in Bloomington-Normal, Ill., is Mike Turner. Most recently store manager for Target in New Albany, Ind., Turner joined the company in 1979.

Each of the six new Targets will employ about 300 full- and part-time people.

The world's best-selling spark plug line now fits in only 6ft.

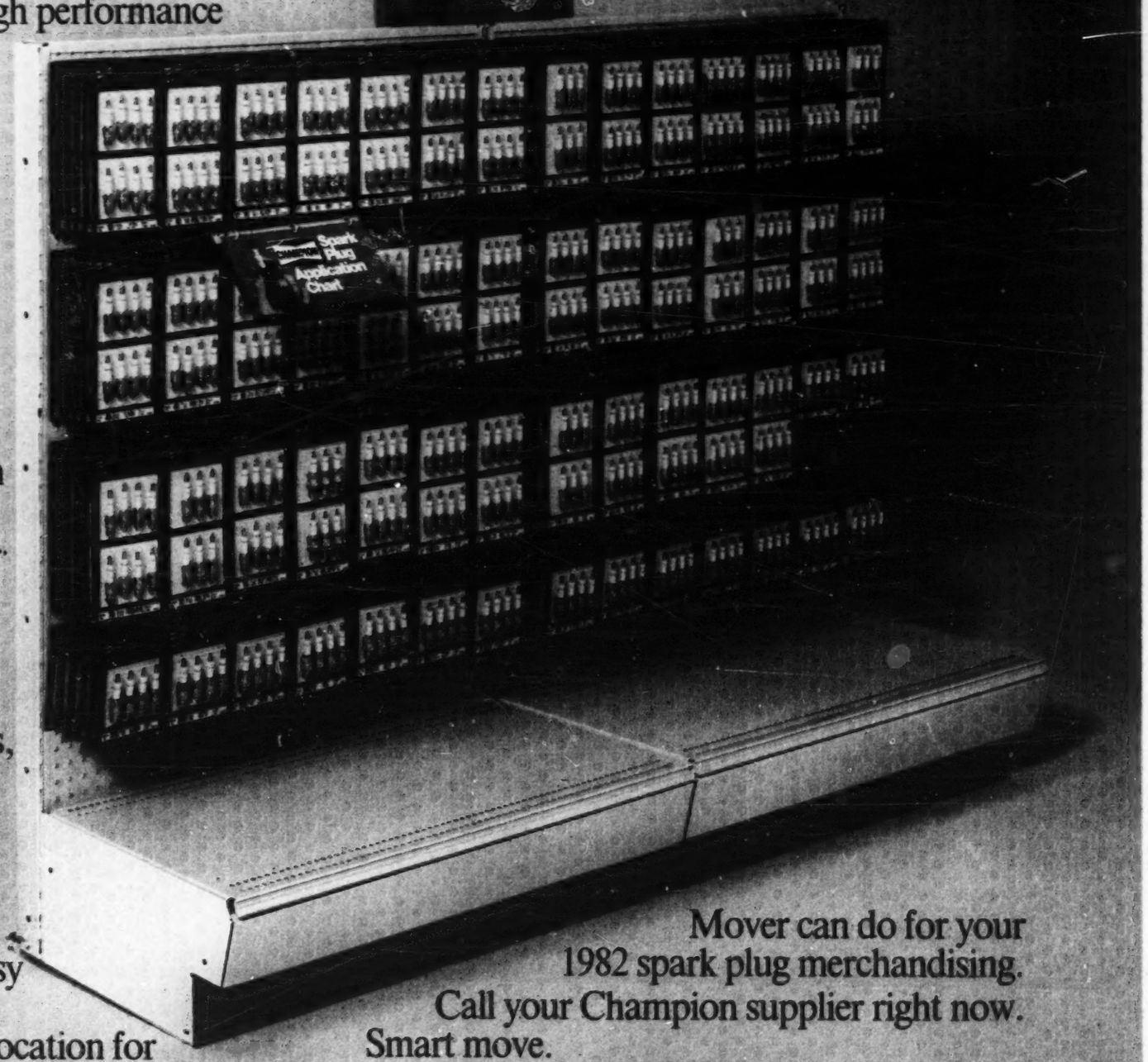
For 1982, we've come up with a leaner version of our popular self-serve profit center, the Mover System. And it's sure to make this already proven design an even more successful salesmaker for retailers everywhere.

If you have an eye for profit, take a close look at these high performance specifications:

- The new Mover design will offer 56 plug types in only 6 feet—which means more Champions and more profit for every square foot of display space.
- The standard 4-foot gondola holds 50% more Champion visual pack facings than the second best-selling plug.
- You'll get up to 97% coverage of your domestic car market; 86% of trucks, vans and 4-wheel drive units; and 90% of the profitable import market. And it will be all nicely blister-packed for easy customer selection.
- A new eye-height location for the application charts offers two benefits: makes plug selection more convenient... leaves valuable gondola space free for product display.
- On a square-foot basis, the new trimmer Mover design provides more efficient use of space for more product display, and as a result, more profitable market coverage.

Now consider this: marketers in many parts of the country have reported an overall average sales increase of 25% with the present system.

So think what this slimmer, trimmer, more efficient



Mover can do for your 1982 spark plug merchandising. Call your Champion supplier right now. Smart move.

CHAMPION PUTTING PERFORMANCE BACK IN YOUR BUSINESS

Champion Spark Plug Company • Toledo, OH 43661

For latest motorsports race results, watch "MOTORWEEK" on WTBS, cable TV's "Superstation," every Saturday between 5:35 and 6:05 p.m. EST.

AUTOMOTIVE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
64	Black Lo, 15 oz 4111-12CD-2	6,736	2.39	16,099.04
65	Temp Sandable Primer, black	8,038	1.99	15,995.62
66	Valvoline oil 10W40	13,044	1.19	15,522.36
67	Sealed Beam, large square	1,941	7.99	15,508.59
68	Valvoline Dextron ATF, 1 qt	12,792	1.19	15,222.36
69	PSI Air Compressor w/gauge 169-165	500	29.99	14,995.00
70	Yale Power Strg Fluid, 14 oz	9,321	1.59	14,820.39
71	DuPont Car Wash, 8 oz	5,891	2.49	14,668.59
72	Red Hi, 15 oz 4101-12CD-2	6,110	2.39	14,602.90
73	Espree wire wheel kit	2,896	4.99	14,451.04
74	Sealed Beam, low square	2,853	4.99	14,236.47
75	AC spark plug	10,144	1.39	14,100.16
76	Rally Cream Wax, 10 oz	3,528	3.99	14,076.72
77	Champion spark plugs 8/RBL 15Y4	1,244	11.99	14,044.76
78	Chamois, 2¼ sq ft	2,315	5.99	13,866.85
79	Lee Maxi oil filter	3,557	3.89	13,836.73
80	Champion spark plugs 8/RBL 17Y6	1,207	11.99	13,627.03
81	Bars Leak, 5½ oz. (175)	10,377	1.29	13,386.33
82	Pennzoil HD 30W (50)	11,184	1.19	13,308.96
83	Univ hand chek conv kit	2,485	5.29	13,145.65
84	Valvoline F-Type ATF, 1 qt	10,800	1.19	12,852.00
85	Quaker State HD 30W	10,745	1.19	12,786.55
86	Lee oil filter LF-16	3,734	3.39	12,658.26
87	Auto Transmission fluid, Type A, 1 qt	16,776	0.74	12,414.24
88	Super Hard Shell liquid, 18 oz	3,093	3.99	12,341.07
89	GM 8 cylinder distributor cap	2,208	5.49	12,121.92
90	4-pole Flat trailer connector	6,067	1.99	12,073.33
91	Castrol GTX oil 20W50, 1 qt	8,088	1.49	12,051.12
92	AC oil filters PF-35	3,000	3.99	11,970.00
93	STP carburetor cleaner, 13 oz	4,446	2.69	11,959.74
94	National motor oil 10W30, 1 qt	15,456	0.77	11,901.12
95	1-piece Auto ramp, pair	536	21.99	11,786.64
96	Champion spark plugs 8/RBL 15Y	1,038	11.29	11,719.02
97	Turtle Wax bug/tar remover, 16 oz	5,825	1.99	11,591.75
98	AC oil filters PF-30	2,855	3.99	11,391.45
99	Turtle Wax vinyl top, 14 oz	4,081	2.79	11,385.99
100	Thrush Muffler T-4163 (96)	694	15.99	11,320.92

Source: Allied Accessories & Auto Parts Company, Mount Pleasant, Mich. For May 1982.

Wal-Mart's automotive department speaks volumes—from merchandise stacked up the wall to chemicals stacked out on the sales floor. *(DSN photo)*

PMA®

PRODUCT MOVEMENT AUDIT

Auto Parts

(Continued from page 21)

932 units sold at an average retail price of $2.99. In addition, all five Armor All sizes made the top 50. The 16-oz. size ranked third.

Armor All clearly dominates the leather and vinyl protectant line. The next best seller, Turtle Wax Vinyl Top, ranked 99th. Since Armor All is more expensive than Turtle Wax, strong promotion is the most likely explanation for its success.

Conventional waxes and polishes, led by Rain Dance, generally outsold the polys. Consumers seem to think the conventional products work just as well despite advertising claims to the contrary. Both need to be reapplied every six months to maintain the finish, and the regular polishes are slightly cheaper.

Rain Dance and Rally, both Du Pont products, were the top sellers of the conventional and poly fields, respectively. Rain Dance paste and liquid, second and fifth on the list, had a combined unit movement of 20,838. Rally liquid and paste, ninth and 12th, had a combined movement of 13,308.

Two other traditionally strong spring sellers were in the top 10. The two-ton hydraulic floor jack was fourth, selling 1,000 units at an average retail price of $69.99. Freon, necessary for air-conditioners, was sixth.

While motor oil, oil filters and oil treatments—historically promotional favorites—had generally higher sales this spring, most of them lost some ground on the PMA as retailers looked for new products to draw traffic into the department.

STP oil treatment, ninth last year, was 13th this year, despite the fact that it boosted its unit sales by a third, from 14,548 to 21,493. It slipped because car-care products did even better.

Only one oil product suffered a significant dropoff from last year—Valvoline 10W40 oil. Last spring it was fifth, with unit sales of 33,695. This spring, despite the same price, its sales dropped to 13,044, only good enough for 66th place. Its two main competitors, Quaker State and Pennzoil, easily outperformed it, both finishing in the top 25.

Baker Is Sole Supplier Of Pamida's Footwear

READEVILLE, Mass.—J. Baker Inc. has signed an agreement with Pamida Stores, making it the exclusive supplier of Pamida's footwear departments.

Baker will be responsible for all footwear merchandising and operational supervision in each of the approximately 150 Pamida stores.

The agreement was announced by Robert Befker, president of Baker, and by Frank Schlosser, senior vice president and gmm of Pamida.

54 CASES FREE AGAIN!

During the first quarter, we made a terrific offer to the trade on Union Super and Union Premium motor oil. And it was so well received that we decided to make a similar offer on gas-saving Long Distance Purple and 20W/50 motor oil.

Here's how it works. When you make a carload purchase of Long Distance Purple or 20W/50, you get one free case with every ten you buy. That means you get 54 cases free in every carload of 600 cases.

In addition, our offer continues on Union's two ATF products in plastic quarts. You get one case free with every twelve, on carload purchases of Union motor oils. And in addition to your free cases, you also get a co-op allowance of 50¢ a case for every case purchased. These two offers last only through September 30, 1982.

Contact the Aftermarket Specialist nearest you.

S.C. Bean, Phoenix, AZ, (602) 264-7381
Jack Steinberg, San Francisco, CA, (415) 235-7800
W.M. Tastula, Seattle, WA, (206) 223-7613
D.A. Campbell, Los Angeles, CA, (213) 669-6631
D.L. Parnell, Portland, OR, (503) 223-1517

union 76

C5150-3 4/4/82

Advertising Update (Part 2): Pp. 35, 46

States Fail to 'Soak' Retailers: Pp. 36-37

22-92894-02 11P9D D
101549947 P240750 DEC82
CONGRESSIONAL SOURCE INFO
SRI ACQUISITIONS
452C EAST/WEST HIGHWAY
BETHESDA MD 20814

Discount Store News®

THE NEWSPAPER OF THE DISCOUNT DEPARTMENT STORE INDUSTRY

VOL. 21, NO. 16 | Published Biweekly, Every Other Monday, Monthly in December, by Lebhar-Friedman Inc. | $2 a copy | AUGUST 9, 1982

Mix Poses Challenge In Home Computers

Discounters liken merchandising home computers to writing computer programs: the possibilities are boundless.

But mass merchandisers—unlike computer programmers—haven't yet developed expertise in the field.

At this stage of the game, with new entries and constant change in computer hardware and software, selecting the right vendor or mix of vendors is to some degree like playing blindman's buff.

Stay tuned to DSN *for an expanded in-depth look at the home computer market. Coming Aug. 23: a special Lebhar-Friedman report.*

"In this category there are almost daily discussions and reviews," commented divisional merchandise manager Paul Sharp of the fanfare surrounding the coming computer age at his Zayre stores' Boston headquarters.

Zayre made a recent market entry with the Atari 400 in 33 selected Boston metro area stores. This fall, the chain will add Timex Sinclair 1000 to those stores and the balance of the chain.

"We're just on the threshold of a program," said Donald Tripp, senior vp and gmm, hard lines, of Fred Meyer, although his Portland, Ore.-based chain is one of the discount pioneers in the market. "It's not as easy as just putting stock on the shelf."

Since introducing the Texas Instruments 99/4A computer in 14 stores last Christmas, Fred Meyer has carefully widened its

(Continued on page 4)

Exec Merry-go-round: Zayre's Hollis to Fishers

By MARILYN NEERMAN

The executive merry-go-round is picking up speed in the corporate suites of discount chains.

The latest surprise is Peter Hollis, senior vice president, general merchandise manager, at Zayre, taking the captain's seat at Fishers Big Wheel where he becomes executive vice president.

Hollis, 39, who is filling the spot vacated by Frank Shanower (*DSN*, April 5), is expected to have a strong shot at the president's seat in the "not too distant future," according to inside sources.

The Hollis move came on the heels of several other industry personnel changes, such as Harold Smith's recent switch to the newly created post of president and chief operating officer for Woolco (*DSN*, July 26). Smith, 58, was vice president and general merchandise manager at Magic Mart, Little Rock, Ark.

Woolworth/Woolco picked up a senior vice president from Zayre's ranks, too.

Joseph C. Murania, who had headed up Zayre's store operations, is now executive vice president and chief administrative officer at the New York-based operation.

(Continued on page 50)

Peter Hollis
Exec VP, Fishers Big Wheel

Green Light For Restricted Distribution?

Catalogers Flay FTC's Lenox Decision

By ARTHUR MARKOWITZ

WASHINGTON—Catalogers are up in arms over the Federal Trade Commission's decision to support Lenox Inc.'s effort to restrict distribution of its goods, which is expected to trigger similar requests from other manufacturers.

One request from Pioneer Electronics USA is already pending before the commission, although it was filed before the Lenox case was decided.

Catalog showroom industry executives scored the FTC for its Lenox decision and planned to file comments opposing Pioneer's request.

A Closer Look

In the Lenox case, the FTC, by a 3 to 1 vote, modified a 1970 consent order, thus allowing the manufacturer to restrict distribution of its merchandise and cut off retailers who transship goods.

Pioneer has asked the FTC to change a 1975 consent agreement to permit the manufacturer to restrict resale of its goods, and has requested that its restrictive distribution shouldn't per se be prohibited as resale price maintenance.

Service Merchandise and Best Products were the two major retailers to file objections to Lenox's request for a consent order change, while the National Association of Catalog/Showroom Merchandisers also

(Continued on page 49)

Matthews, Guinan Divide Duties, Conquer Problems at Gold Circle

"We probably spend more time with each other than anyone else, drifting into each other's offices and touching base all of the time."—James Guinan, president, Gold Circle.

By BETTY J. TAYLOR

"I tend to be the emotional one. I'm the hip-shooter in the office. He's calmer, more dispassionate and objective in his approach to business," James Guinan, president of Gold Circle, said of himself and his executive suite partner, Norman Matthews, chairman and ceo.

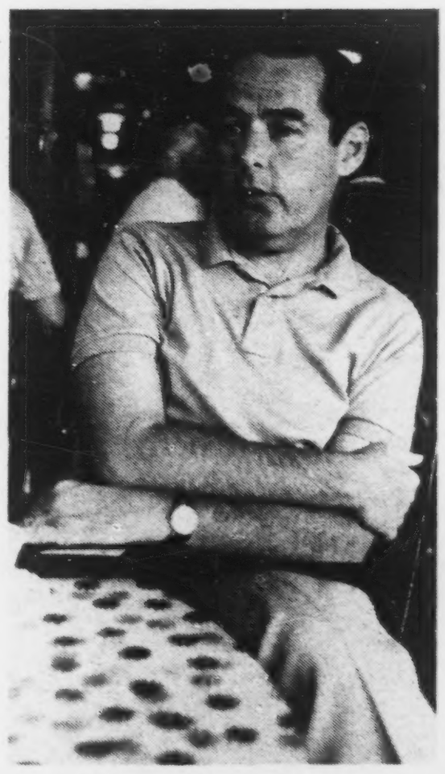
New Approach

In 1980, Federated Department Stores matched them to head its Ohio-based discount store division in an unusual executive suite arrangement that treats chairman and president as equals.

As at other Federated divisions, both executives report directly to corporate. There is no subordinating relationship; running the chain is an equally divided responsibility.

Despite, or because of, their differences, Guinan—a Brooklyn (his hometown) College psychology major, whose first love

(Continued on page 49)



"We could switch jobs tomorrow, and in a year's time we wouldn't have lost a beat."—Norman Matthews, chairman and ceo, Gold Circle.

Digest

Aug. 9, 1982

H&BA

- **Discounters in ethnic product merchandising are changing** the mix for broader assortments and faster turns. (p. 11)
- **Solid deodorants are gaining shelf space in H&BA depart**ments at the expense of aerosols. (p. 12)

HOUSEWARES

- **NHMA Show Followup: The Housewares Show was a big hit** among discounters due to the price opportunities available on the uncrowded floor. (pp. 3, 14)
- **Window Shopping: *DSN* took its own poll on the changing of** Houseware Show dates. The findings proved everyone wants it held in Maui three times a year. (p. 14)

HARDWARE

- **Having showed strong sales last year, kerosene heaters will get** an even bigger push this fall from dealers, with oil-filled models a new challenger. (p. 15)

CATALOG SHOWROOM NEWS

- **Jewelcor's catalog division showed a strong increase in operat**ing profits for the fiscal year, despite flat sales. (p. 15)
- **Best has closed five of its acquired Basco units. (p. 17)**

Index

Catalog Showroom News	16	Home Sound	7
Classified	47-48	Pilferage Prevention	28
Editorial	6	Product Movement Audit	
Executive Changes	27	Hardware	15
Market Outlook		Washington Beat	6

HARDWARE

Oil-Filled Unit New Challenger

Kerosene Heaters Seen Hot

The recent decline of quartz space heater sales has led to some speculation as to the hottest sales-growth heater for the 1982-83 winter season.

Discounters are placing their bets on kerosene over quartz units and the latest challenger—oil-filled heaters.

They are basing predictions on last year's performance plus expectations of lower prices this year as manufacturers vie for a share of increasing sales.

Heck's, Cook United, Gee Bee, and Fishers Big Wheel are among those chains that fared well with kerosene models last year and expect this year's sales to take up where quartz heaters left off.

"It's going to be kerosene this year," said Carlos Owens, buyer for Charleston, W. Va.-based Heck's.

Last year Heck's carried one kerosene model at a retail of $179. This year Owens is looking to add a promotional model and a higher-end convection model—boosting the sku count to three.

Owens admits he is still watching the category as oil-filled units—said to have 50% of the European market—cross the Atlantic to take a share of the growing space heater category.

Different Emphasis

The units are said to have a market saturation of less than 3% in this country, and meet a need for heating small enclosed spaces. Kerosene heaters, on the other hand, are designed to heat larger areas.

Oil-filled heaters hold an additional advantage in states with safety laws limiting the use of kerosene heaters. In Massachusettes use of kerosene heaters in the home is against the law. In New Hampshire the purchase of a kerosene unit requires a permit from the fire department.

Gee Bee, based in Johnstown, Pa., is one chain that carried an oil-filled heater last year. Ticketed at $99, the model did well in the small electrics department, reported divisional merchandise manager Jeff Diamond.

This year, prices of the oil-filled units should be as low as $69 with the average about $75, according to a spokesman for a manufacturer of the units.

Some manufacturers estimate mass merchandisers—because of the price—will sell some 40% of the oil-filled heaters sold on this side of the Atlantic.

Although these factors point to a rise in the sales of oil-filled heaters, merchandisers like Gee Bee's Diamond are still expecting top sales from the kerosene units.

"Kerosene is the big number," he said. For this fall the sku's count on kerosene models was doubled to six at the 20-store chain.

Diamond may, however, make additional changes once fall sales results are in.

At Murphy's Mart, another Pennsylvania-based chain, more of last year's "excellent" kerosene heater sales are expected this year, reported a chain spokesman.

Last year a 9,500 Btu model retailing at $179 was the top mover over 6,000 Btu models priced at $157. So this year the chain will drop the lower-priced model and go with a 9,500 Btu, a 12,000 Btu and an 18,000 Btu model.

Places Bets

"Oil-filled convection units have a place in the industry too," said the Murphy's Mart spokesman. This year his chain will pick up a 5,100 Btu model from Delonge ticketed at $128—$97 on sale. Quartz heaters will be stocked in the chain's home furnishings department.

A spokesman for the Cook United chain also predicted, "Kerosene heaters will take over for the quartz heater this year." Prices for the units at his chain are in the $150 area.

The spokesman does see oil-filled heaters making some dent in sales as prices start to drop. However, to date no oil-filled units have been stocked at Cook United.

At Fishers Big Wheel, kerosene heaters sell well in the housewares department, said merchandise manager Pat Nicholson. The New Castle, Pa.-based chain carried about four sku's last year plus kerosene canisters and a torpedo heater in the hardware department.

Price Drop

Nicholson also sees prices on kerosene models dropping this season as manufacturers compete for the business. Agreeing is Gary Rice, buyer for the Cincinnati-based Van Leunen's chain. He said the category, a strong one in his six stores, should be aided by the rise in the number of import models, which should lead to a drop in prices.

New Hills Planned

CANTON, Mass.—Hills will open a new store in Huntington, W. Va., this fall.

The unit will contain 80,000 sq. ft. and have 74 departments. It will be the third Hills in the area.

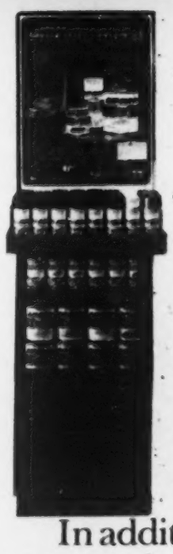
Glues, Lubricants, Adhesives Due to Make Bigger Splash

The glues, lubricants and adhesives category is one pinpointed for expanded sku's and stepped-up promotions during the balance of this year, according to Marvin Deneroff, Hardware Distributors, Secaucus, N.J.

The firm, which supplies 350 stores including 141 discount stores in 20 states east of the Mississippi, supplied the Product Movement Audit The figures cover the first six months of 1982.

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	GLUES/LUBRICANTS/ADHESIVES			
1	Vail Chem SG1X Super Glue 3gm	23,304	1.19	27,731.00
2	Krazy Glue G49BX Krazy Glue	13,160	1.59	20,924.40
3	Woodhill SUP1 Super Glue 3gm TU	4,560	1.49	6,794.40
4	Gen Electr GE361 Silicone Seal Clear	1,836	3.49	6,407.64
5	USM 203 Electric Glue Gun	510	11.99	6,114.90
6	Miracle 401 Acrylic Caulk	2,988	1.89	5,647.32
7	GE372 Silicone Seal White	1,577	3.49	5,503.73
8	Boyle Mdwy 391 3-in-1 oil 3-oz Can	3,324	1.49	4,952.76
9	Boyle Mdwy 8596 ¼-lb Can Plas Wood	2,438	1.99	4,851.62
10	Ruscoe Co. P612 Pliobond Glue 3-oz B 1, 864	1,864	2.29	4,268.00
11	Weldit Cement 1½ oz	3,576	1.19	4,255.44
12	Darworth J6 4 fl oz Polyseam SealT	1,800	2.19	3,942.00
13	Welwood 0516 QT Contact Cement	487	7.49	3,640.14
14	Woodhill TPX5 E-Pox-E Glue Clear	1,646	2.19	3,604.74
15	Weldit Leak Stopper 1½ oz	23,788	1.49	3,543.22

A GOLDEN OPPORTUNITY.



Soon millions of people will see this bar in a national magazine ad designed to lure people into stores that sell Rust-Oleum.®

It's part of the Rust-Oleum "Precious Metal" Sweepstakes.

If you participate, and find a place in your store for our Precious Metal Sweepstakes display, people will be tripping over each other to get into your store, and sign up to win gold.

An excellent opportunity, by the way, to sell more Rust-Oleum.

In addition, participating dealers also have a chance to win some gold.

First Prize for dealers is a 13 ounce bar of solid gold (worth $4225 when we took these photographs). Second prize is an 8 ounce bar. And for third prize, there are 25 opportunities to win a one ounce gold coin.

To find out how you can take advantage of this golden opportunity to build traffic and maybe win some gold yourself, ask your Rust-Oleum representative, or send us the coupon below.

It can only make you a richer person.

I want to take advantage of this golden opportunity. Please send me information on how I can participate.

Name _____ Title _____

Company/Store _____

Address _____

City _____ State _____ Zip _____

Phone _____

RUST-OLEUM CORPORATION
11 Hawthorn Parkway, Vernon Hills, IL 60061

THE PRECIOUS METAL SWEEPSTAKES FROM RUST-OLEUM.

©1982 Rust-Oleum Corporation U.S.A.

Update on Advertising: An Industry Census (Part II)

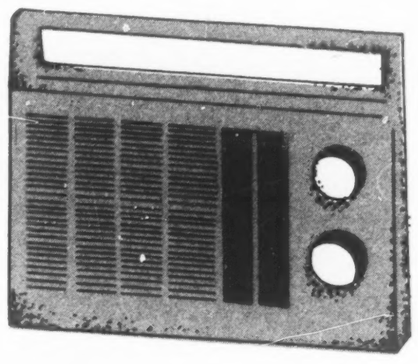
With some $1.4 billion expected to be spent on advertising this year by discounters and the per cent of sales devoted to media edging up each year, the ad budget has come under intense scrutiny.

DSN through its corporate research division, Lebhar-Friedman Research, conducted a survey among the top 100 discount chain operators in order to find out what trends are forming in this high-expense area.

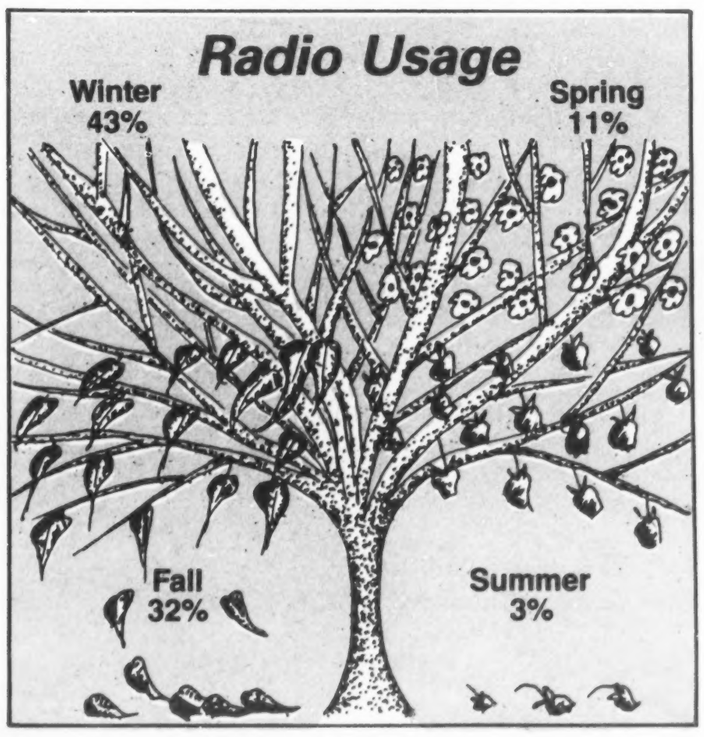
The findings of the study, entitled, "Update on Advertising: An Industry Census," are being presented here in two parts. Part I ran in the last issue of DSN and keyed in on the print medium.

Part II, which is running here, focuses on radio, television and on K mart's new media strategies.

Focus on Radio



- **50% Increased Usage Over the Past 5 Years**
- **7% of 82's Ad Budget is Devoted to Radio**

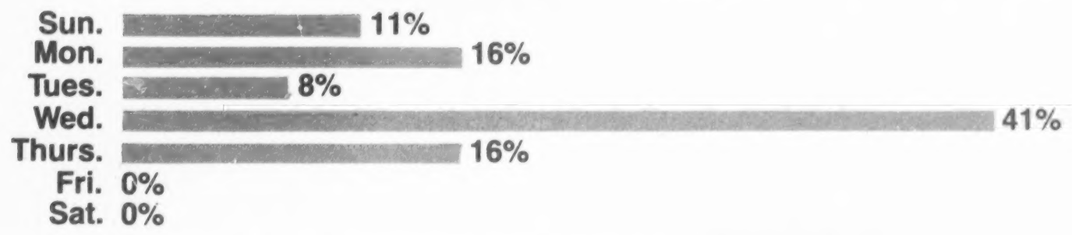


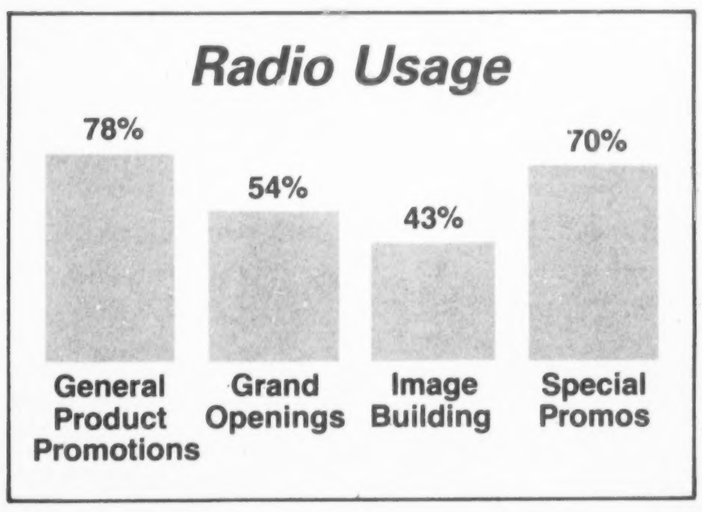
Radio Usage Campaign Length

One week or less	70%
2-4 weeks	24%

Radio Usage = 73% Drive Time

Radio Breakdays



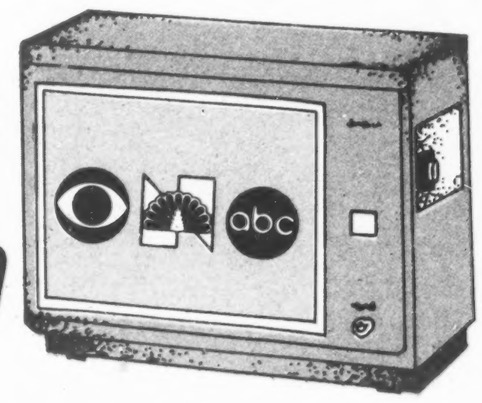


Radio Usage

30-second spots 57%
60-second spots 43%

93% say radio is strictly a support medium

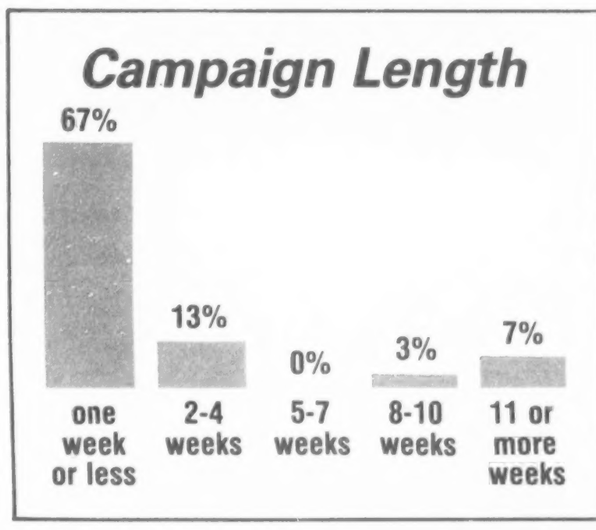
Focus on Television

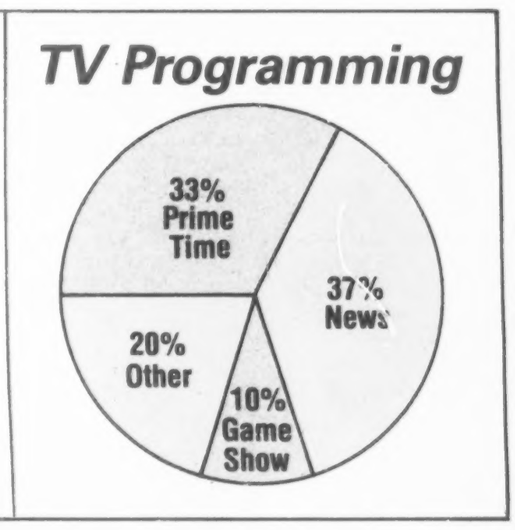


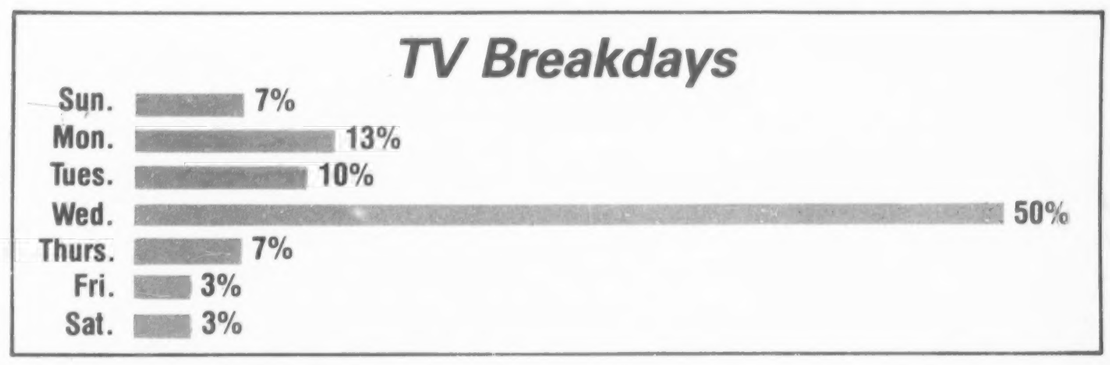
- **14% of Ad Budget devoted to TV in '82—a 10% Increase**

TV Usage:

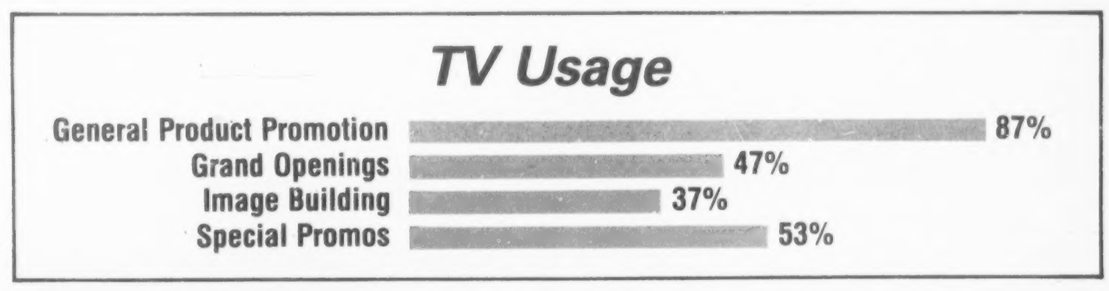
- **42% of spots are co-op funded**
- **80% have increased TV use since 1977**







TV Usage: • 73% Local • 37% Regional • 2% National



TV Usage: 77% use 30-second spots; 7% use 60-second spots.

Case Study: K mart

- **Estimated 1982 Sales = $18 billion (9% Increase)**
- **Total 1982 Ad Expenditures = $400 million (6.8% Increase)**

Ad Budget as Per cent of Sales

1981—2.33% 1982—2.22%

- **88% of budget devoted to newspapers/circulars/direct mail**

K mart's $48 million "New Media Strategy"

- Magazines
- Radio
- Spot TV
- Network TV
- Outdoor

(Continued on page 46)